Before the UNITED STATES COPYRIGHT ROYALTY JUDGES THE LIBRARY OF CONGRESS Washington, D.C.

In the Matter of:

DETERMINATION OF RATES AND TERMS FOR DIGITAL PERFORMANCE IN SOUND RECORDINGS AND EPHEMERAL RECORDINGS Docket No. 14-CRB-0001-WR (2016-2020)

Received

DEC 1 5 2014

Copyright Royalty Board

DECLARATION OF KEVIN G. MONTLER

(On behalf of Google Inc.)

I, Kevin G. Montler, hereby declare:

- 1. I am an attorney and serve as Director, Legal, Global Music for Google Inc. ("Google"), a non-party in the above-referenced action. I respectfully submit this declaration on behalf of Google in opposition to the motions to compel filed by Pandora Media, Inc., iHeartMedia, Inc., the National Association of Broadcasters, the National Religious Broadcasters Noncommercial Music License Committee, and Sirius XM Radio Inc. (collectively, "Movants") on December 8, 2014 ("Motions"). I have personal knowledge of the facts stated herein.
- 2. With their Motions, Movants seek, among other documents, the following documents in the possession, custody, or control of SoundExchange, Inc. ("SoundExchange") or one of its three major record company members, namely: (1) "memoranda, analyses, studies or presentations dated from January 1, 2011 to the present, discussing or analyzing YouTube's content filtering systems, including its 'Content ID' system and the 'Audible Magic' system' ("Content Filtering Documents"); and (2) documents relating to negotiations of agreements

between the record companies and Google (regarding YouTube) ("Negotiating Documents"). See Motion to Compel SoundExchange to Produce Documents in Response to Licensee Participants' First and Second Sets of Requests for Production, at p. 14; Motion to Compel SoundExchange to Produce Negotiating Documents Directly Relating to SoundExchange's Written Direct Statement at p. 1.

- 3. Both the Content Filtering Documents and the Negotiating Documents contain highly confidential, commercially sensitive information which, if disclosed, could cause substantial, competitive harm to Google.
- 4. The Content Filtering Documents contain information regarding testing and analysis of the YouTube content filtering systems, namely, the Content ID systems and of third party systems, including Audible Magic.
- 5. The YouTube Content ID system is a proprietary system developed internally, which scans audio and video clips that are uploaded to YouTube against a database of audio and video files submitted by their owners. If a match is returned, the system allows the content owner to mute audio that matches his or her music, block a video from being viewed, monetize the video with advertisements, and/or track the video's viewership statistics.
- 6. The Audible Magic system is a proprietary third party filtering technology, which aims to achieve a similar objective.
- 7. Memoranda, analyses, studies and presentations relating to these systems, which Movants seek, contain confidential third party information of users and record companies as well as commercially sensitive information of Google's, which, if disclosed, could negatively impact Google's relationships with YouTube users, impact future business opportunities, and provide a

road map for third parties to circumvent or evade protective features of the Content ID system, such as ensuring accurate ownership claiming.

- 8. Likewise, the Negotiation Documents contain commercially sensitive information not only regarding music licensing rates for YouTube services, but likely also regarding entirely unrelated matters. The disclosure of such information could negatively impact Google in its future negotiations and relationships with third parties on a wide variety of deals and other initiatives.
- 9. The Protective Order entered in the above-referenced action on October 10, 2014 ("Protective Order") likely would not suffice to protect Google from the aforementioned competitive harms that could result from disclosure of the Content Filtering Documents and/or the Negotiating Documents, especially if those documents are produced in a manner that makes them available to the competitors and/or adverse licensing entities or their counsel.
- 10. Certain of the Movants and other participants in this proceeding have either been adverse to Google or likely will be adverse to Google in music licensing negotiations, and/or either compete with, are likely to compete with, or represent the interests of parties that may compete with Google in the music industry.
- 11. Additionally, the attorneys for the parties in this proceeding regularly represent parties with interests adverse to Google in connection with music licensing and other matters and are likely to do so in the future.
- 12. Under the Protective Order, even documents designated with the highest level of confidentiality would be disclosed to Movants' outside counsel.

13. Accordingly, disclosure of the Content Filtering Documents and the Negotiating

Documents may cause competitive harm to Google even if such disclosure is made pursuant to

the Protective Order.

14. I declare under penalty of perjury that, to the best of my knowledge, information,

and belief, the foregoing is true and correct.

Dated: December 15, 2014

By: <u>/s/ Kevin G. Montler</u> Kevin G. Montler

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CERTIFICATE OF SERVICE

I hereby certify that on December 15, 2014, I caused a copy of **DECLARATION OF KEVIN G. MONTLER** to be served via electronic mail and first-class, postage prepaid, United States mail, to the Participants as indicated below:

Participants

Kurt Hanson AccuRadio, LLC 65 E. Wacker Place, Suite 930 Chicago, IL 60601 kurt@accuradio.com Telephone: (312) 284-2440 Facsimile: (312) 284-2450 AccuRadio, LLC	George Johnson GEO Music Group 23 Music Square East, Suite 204 Nashville, TN 37203 george@georgejohnson.com Telephone: (615) 242-9999 GEO Music Group
Kevin Blair Brian Gantman Educational Media Foundation 5700 West Oaks Boulevard Rocklin, CA 95765 kblair@kloveair1.com bgantman@kloveair1.com Telephone: (916) 251-1600 Facsimile: (916) 251-1731 Educational Media Foundation	Donna K. Schneider Associate General Counsel, Litigation & IP iHeartMedia, Inc. 200 E. Basse Rd. San Antonio, TX 78209 DonnaSchneider@iheartmedia.com Telephone: (210) 832-3468 Facsimile: (210) 832-3127 iHeartMedia, Inc.
Frederick Kass Intercollegiate Broadcasting System, Inc. (IBS) 367 Windsor Highway New Windsor, NY 12553-7900 ibs@ibsradio.org ibshq@aol.com Telephone: (845) 565-0003 Facsimile: (845) 565-7446 Intercollegiate Broadcasting System, Inc. (IBS)	Jane Mago, Esq. Suzanne Head 1771 N Street, NW Washington, DC 20036 jmago@nab.org shead@nab.org Telephone: (202) 429-5459 Facsimile: (202) 775-3526 National Association of Broadcasters (NAB)

Russ Hauth, Executive Director Harv Hendrickson, Chairman 3003 Snelling Avenue, North Saint Paul, MN 55113 russh@salem.cc hphendrickson@unwsp.edu Telephone: (651) 631-5000 Facsimile: (651) 631-5086 National Religious Broadcasters NonCommercial Music License Committee (NRBNMLC)	Gregory A. Lewis National Public Radio, Inc. 1111 North Capital Street, NE Washington, DC 20002 glewis@npr.org Telephone: (202) 513-2050 Facsimile: (202) 513-3021 National Public Radio, Inc. (NPR)
Patrick Donnelly Sirius XM Radio, Inc. 1221 Avenue of the Americas 36th Floor New York, NY 10020 patrick.donnelly@siriusxm.com Telephone: (212) 584-5100 Facsimile: (212) 584-5200 Sirius XM Radio Inc.	Cynthia Greer Sirius XM Radio, Inc. 1500 Eckington Place, NE Washington, DC 20002 cynthia.greer@siriusxm.com Telephone: (202) 380-1476 Facsimile: (202) 380-4592 Sirius XM Radio Inc.
Christopher Harrison Pandora Media, Inc. 2101 Webster Street, Suite 1650 Oakland, CA 94612 charrison@pandora.com Telephone: (510) 858-3049 Facsimile: (510) 451-4286 Pandora Media, Inc.	David Oxenford WILKINSON BARKER KNAUER, LLP 2300 N Street, NW, Suite 700 Washington, DC 20037 doxenford@wbklaw.com Telephone: (202) 373-3337 Facsimile: (202) 783-5851 Counsel for Educational Media Foundation and National Association of Broadcasters (NAB)
Jeffrey J. Jarmuth Law Offices of Jeffrey J. Jarmuth 34 E. Elm Street Chicago, IL 60611-1016 Telephone: (312) 335-9933 Facsimile: (312) 822-1010 Jeff.jarmuth@jarmuthlawoffices.com Counsel for AccuRadio, LLC	William Malone 40 Cobbler's Green 205 Main Street New Canaan, CT 06840 Malone@ieee.org Telephone: (203) 966-4770 Counsel for Harvard Radio Broadcasting Co., Inc. (WHRB) and Intercollegiate Broadcasting System, Inc. (IBS)

Bruce Joseph, Karyn Ablin Michael Sturm, Jillian Volkmar

WILEY REIN LLP
1776 K Street, NW
Washington, DC 20006
bjoseph@wileyrein.com
kablin@wileyrein.com
msturm@wileyrein.com

JVolkmar@wileyrein.com
Telephone: (202) 719-7000
Facsimile: (202) 719-7049

Counsel for National Association of Broadcasters

(NAB)

Kenneth L. Steinthal, Joseph R. Wetzel

Ethan Davis

KING & SPALDING LLP
101 Second Street, Suite 2300
San Francisco, CA 94105
ksteinthal@kslaw.com
jwetzel@kslaw.com
edavis@kslaw.com

Telephone: (415) 318-1200 Facsimile: (415) 318-1300

Counsel for National Public Radio, Inc. (NPR)

Mark Hansen, John Thorne

Evan Leo, Scott Angstreich, Kevin Miller, Caitlin Hall, Igor Helman, Leslie Pope, Matthew Huppert KELLOGG, HUBER, HANSEN, TODD,

EVANS & FIGEL, P.L.L.C.
1615 M Street, NW, Suite 400
Washington, DC 20036
Mhansen@khhte.com
Jthorne@khhte.com

eleo@khhte.com sangstreich@khhte.com kmiller@khhte.com chall@khhte.com ihelman@khhte.com

<u>Ipope@khhte.com</u> <u>mhuppert@khhte.com</u>

Telephone: (202) 326-7900 Facsimile: (202) 326-7999 Counsel iHeartMedia. Inc. R. Bruce Rich, Todd Larson

Sabrina Perelman, Benjamin E. Marks WEIL, GOTSHAL & MANGES LLP

767 Fifth Avenue
New York, NY 10153
r.bruce.rich@weil.com
todd.larson@weil.com
sabrina.perelman@weil.com
benjamin.marks@weil.com
Telephone: (212) 310-8170
Facsimile: (212) 310-8007

Counsel for Pandora Media, Inc.

Karyn Ablin Jennifer Elgin WILEY REIN LLP 1776 K St. N.W.

Washington, DC 20006 <u>kablin@wileyrein.com</u> jelgin@wileyrein.com

Telephone: (202) 719-7000 Facsimile: (202) 719-7049

Counsel for National Religious Broadcasters NonCommercial Music License Committee

(NRBNMLC)

Jacob B. Ebin

Akin Gump Strauss Hauer & Feld LLP

One Bryant Park Bank of America Tower New York, NY 10036-6745

jebin@akingump.com

Telephone: (212) 872-7483 Facsimile: (212) 872-1002 Counsel for Pandora Media Inc.

Gary R. Greenstein WILSON SONSINI GOODRICH & ROSATI 1700 K Street, NW, 5th Floor Washington, DC 20006 ggreenstein@wsgr.com Telephone: (202) 973-8849 Facsimile: (202) 973-8899 Counsel for Pandora Media Inc.	Paul Fakler, Martin Cunniff Jackson Toof Arent Fox LLP 1675 Broadway New York, NY 10019 Paul.Fakler@arentfox.com Martin.Cunniff@arentfox.com Jackson.Toof@arentfox.com Telephone: (202) 857-6000 Facsimile: (202) 857-6395 Counsel for Sirius XM Radio Inc.
David Golden CONSTANTINE CANNON LLP 1001 Pennsylvania Ave. NW, Suite 1300N Washington, DC 20004 dgolden@constantinecannon.com Telephone: (202) 204-3500 Facsimile: (202) 204-3501 Counsel for College Broadcasters Inc. (CBI)	Catherine Gellis P.O. Box 2477 Sausalito, CA 94966 cathy@cgcounsel.com Telephone: (202) 642-2849 Counsel for College Broadcasters Inc. (CBI)
Antonio E. Lewis King & Spalding, LLP 100 N. Tryon Street, Suite 3900 Charlotte, NC 28202 Tel: 704-503-2583 Fax: 704-503-2622 E-Mail: alewis@kslaw.com Counsel for National Public Radio, Inc. (NPR)	